

DEPARTMENT OF THE ARMY

US ARMY COMMUNITY AND FAMILY SUPPORT CENTER 4700 KING STREET ALEXANDRIA VA 22302-44

15 January 2004

CFSC-CR

MEMORANDUM FOR DIRECTOR, INSTALLATION MANAGEMENT AGENCY 2511 JEFFERSON DAVIS HIGHWAY, TAYLOR BUILDING (NC3), ARLINGTON, VA 22202-3926

SUBJECT: Army Recreation Awards Program

- 1. Purpose. This Letter of Instruction (LOI) provides guidance for implementing the United States Army Community and Family Support Center (USACFSC) 2003 2004 Recreation Awards Program.
- 2. Applicability. This LOI applies to all Army installations and communities.
- 3. Explanation of terms:
- a. Morale, Welfare and Recreation (MWR) Program. The Army MWR program is a well-being program that directly supports readiness by providing a variety of community, soldier and family support activities and services. Included are social, recreational, educational, and other activities that enhance community life; foster soldier and unit readiness; promote mental and physical fitness; and generally provide a working and living environment that attracts and retains quality soldiers.
- b. For purposes of this LOI, the terms installation and military community are used interchangably.
- 4. Objectives. The broad objective of the Recreation Awards Program is to annually identify the outstanding Army community recreation programs and personnel, and recognize their accomplishments. Additionally, the program will:
 - a. Recognize noteworthy efforts of the installation in providing recreation activities.
 - b. Bring focus and recognition nationally to the installation.
 - c. Provide an incentive to installation recreation staff to render dedicated service.

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5. Responsibilities:

a. USACFSC will:

- 1) Provide funding for Army-level awards.
- 2) Conduct evaluation of all award nominations in collaboration with Installation Management Agency representatives.
- 3) Host the awards ceremony.
- 4) Arrange for publicity and winner recognition.
- b. Installation Management Agency will:
- 1) Ensure installation personnel are made aware of the program and encouraged to participate.
- 2) Conduct regional competitions to determine finalists for submission to the Army-wide award program. Provide for appropriate recognition of region-level winners.
- 3) Forward award nominations from each region to USACFSC. Region personnel will submit nominations electronically, either by email, CD-ROM or ZIP disk. Region program managers will complete the enclosed summary form and forward it with the submission.

c. Installations will:

- 1) Ensure deserving individuals and exemplary programs are nominated for recognition through this program.
- 2) Develop award program nominations through guidance contained in this instruction. Forward award nominations to Region headquarters. Installations will submit nominations electronically; preferably by email, or consolidated onto one CD-ROM.
- 3) Ensure compliance with suspense dates to permit timely completion of the award program.

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6. Award Categories:

- a. Outstanding Installation Recreation Program Award. Installations may forward nominations to the Region. Regions may submit only one nomination per population category. Not more than three awards, one per installation population category, may be conferred annually.
- b. Outstanding Program Award. Installations may nominate one candidate from the following program areas: Arts and Crafts, Automotive Skills, Entertainment, Libraries, Outdoor Recreation, Recreation Centers, Sports and Fitness, and Recreation Delivery Program Team. Regions may submit one nomination for each program area in each installation population category. Not more than twenty-four awards may be given annually.
- c. Friend of Recreation. Installations may nominate one individual whose affiliation with a recreation program warrants this appellation. Additionally, Regions and USACFSC may nominate individuals to this award. Each Region may submit a maximum of five Friend of Recreation awards. As many as ten Friend awards will be given annually.
- d. Recreation Employee-of-the-Year. Installations may nominate one individual to this category. Regions may also make nominations to this award, but may not forward more then one nomination. The nominee will be an activity or program manager who has clearly exhibited outstanding talent and dedication in the field of community recreation.
- e. Recreation Career Award. Installations may nominate one individual to this category. Regions may also make nominations to this award, but may not forward more then one nomination. Nominees should have a long term, professional involvement with Army recreation warranting special recognition. Regions may also make nominations to this award, but may not forward more then one nomination.
- f. Installation Recreation Program and Recreation Program award categories, based on active duty population count, will be validated through figures reported in the Army Stationing and Installation Plan (ASIP) for the previous fiscal year.
 - Small installation less than 1000 active duty population.
 - Medium installation 1000 to 5000 active duty population.
 - Large installation over 5000 active duty population.

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- 7. Electronic submission. To simplify the submission and evaluation process nominations will be accepted only in electronic format as an MS-PowerPoint presentation. Each nomination will be submitted by email as an attachment, or on CD-ROM. Specific instructions on developing the nomination package are contained in the 2004 Army Recreation Awards Program Guide (encl). Nominations sent directly from installations to USACFSC will not be accepted.
- 8. Selection. Award nominations will be reviewed by a panel drawn from Region and USACFSC recreation staff. One small, one medium, and one large installation will be selected as Outstanding Installation Recreation Program. Outstanding Program Awards will be selected for each program, in each category of installation size. Only one winner will be selected for the Outstanding Recreation Employee of the Year and the Career Award. Not more then ten Friend of Recreation awards may be given each year.
- 9. Type of Awards. Award winners will receive an engraved plaque and certificate recognizing their achievement. In addition to these mementos, recipients of individual awards, i.e. Friend, Employee of the Year and Career Employee, will each receive a \$250 prize. Installation Recreation Program and Recreation Program award winners will receive \$1000 and \$500 awards, respectively, for use towards program purchases.
- 10. Presentation of Awards.
 - a. Awards will be presented at a ceremony to be announced in August 04.
 - b. Recognition of regional award winners will be coordinated by the Installation Management Agency.
- 11. Timeline. For purposes of this award program, activities or events described in nominations should have occurred from 1 June of the previous year to 30 May of the current year. All nominations must be received by USACFSC **NLT 16 July 04**.
- 12. The POC for the recreation awards program at USACFSC is Mr. Dan Riley, (703) 681-7228, DSN 761-7228, or recaward@cfsc.army.mil.

Encl

Director.

Community Recreation

2004 Army Recreation Awards Guide

In 2004, the Army Recreation Award program returns as a paperless process. All nominations can be completed and submitted by computer. This guide serves as a roadmap to preparing and submitting e-format award nominations to recognize the great people and programs of Army recreation.

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9. Summary Form (For Region Use)	Appendix B

Format

Nominations to the 2004 award program must be prepared as a brief using MS-PowerPoint software. Presentations can be developed using guidance in this instruction. Templates for nominations are provided, and use of these templates is encouraged. Those wishing to develop slide presentations from scratch must be sure to include all information shown on the sample templates; incomplete submissions will not score favorably. Presentations, saved in the .ppt file format, will be submitted electronically either by email (as an attachment) or on CD-ROM.

Presentations

The pages that follow list judging criteria for presentations in each of the five award categories. Text blocks used in each slide should be in Arial font, not smaller than 12 point. Do not use animation, background themes or similar features. Where instructions call for images to be added to a slide, use the INSERT menu to embed pictures and object files into your presentation. Use the MS-PowerPoint Help menu for directions on inserting images. Make every effort to minimize the file size of your presentation: files larger then 10 MB will not be accepted.

Help

For assistance, contact your Regional MWR program manager for details on submission deadlines and mailing addresses.

For further assistance send questions to: recaward@cfsc.army.mil. Be sure to visit http://www.armymwr.com/corporate/programs/recreation/awards/ for more information, and to download award templates.

Award: Installation Recreation Program of the Year

Synopsis: The Installation Recreation Program of the Year aims at recognizing superior achievement in the operation of a diverse and dynamic community recreation program.

Template: Download presentation template:

http://www.armymwr.com/corporate/docs/recreation/recawardsinstallationtemplate.ppt

Presentation limited to 15 Slides:

Slide 1

TITLE SLIDE: Enter Installation name. Enter program size: use the chart included in this instruction to determine installation size. Enter REGION name.

Slide 2

PROGRAMMING: Describe creative, unique or experimental programs implemented during the previous fiscal year. Include programs redesigned for a different target market. Explain how programs were successful. Demonstrate how programs incorporated LERN and RDS principles.

Slide 3

OUTSOURCING: List APF and NAF contracts you use to enhance your program delivery. What new resources have you discovered that have resulted in program improvements (e.g.: in-kind contributions, volunteers, outside funding, land use, facilities, partnerships.)

Slide 4

CUSTOMER SERVICE: How do you determine customer interests and needs (e.g. customer service survey, leisure needs survey, focus groups, suggestion boxes, etc.), and how do you use this information? What actions have you taken to ensure a balance between fiscal responsibility and a customer service orientation in your program?

Slide 5

COMMUNITY PROJECTS / PARTNERSHIPS: Describe partnerships or projects between recreation and the community. Identify the benefits to the recreation program, the partner and the community.

Installation Recreation Program of the Year, continued:

Slide 6

FACILITIES IMPROVEMENT INITIATIVES: Describe all projects that improved recreation facilities (consider buildings, grounds, and capital purchases). Include self-help projects completed to a professional standard.

Slide 7

LEADERSHIP & PROFESSIONAL DEVELOPMENT: List professional development (e.g. college credit, continuing education credit, certificate programs, etc.) received in the previous fiscal year by recreation employees through attendance at workshops, seminars or training conferences. Indicate success in reaching training goals in the Recreation Baseline Standards.

Slide 8

MANAGEMENT INFORMATION SYSTEMS: List automation systems you use. RecTrac users indicate which functions you currently use: Registering of Households; Pass Management; Daily Activity Report submission; activity, league and facility scheduling; use of reports in marketing and programming.

Slide 9

FINANCIAL MANAGEMENT: Summarize NAF financial performance for FY03, describing both negative and positive results. Identify and explain any problems in budget variance and in meeting HQDA performance standards. Identify APF resources that supported this program. Your IMWRF fund manager must review and approve this slide.

Slide 10

PROGRAM MARKETING: Describe marketing tools you use to generate interest in your program and activities. Discuss your use of printed media, web-based marketing, and radio and television advertising. Consider unconventional approaches in marketing, and unique challenges you must overcome in promoting your program.

Slide 11 - 13

MARKETING SAMPLES: Use these slides to show publicity samples e.g. flyers, posters, photographs of banners or signs, still shots from TV ads, etc. Embed graphics and photo files into these slides, by inserting original files or scanning hardcopy prints.

Slide 14

PHOTOGRAPH: Insert up to three photographs that document the best aspects of your community recreation program.

Slide 15

PHOTOGRAPH: Insert a group photograph of your community recreation team.

Award: Recreation Program of the Year

Synopsis: The Recreation Program of the Year salutes superior achievement of individual recreation programs. Installations may submit a nomination for each recreation program: Arts and Crafts, Automotive Skills, Entertainment, Libraries, Outdoor Recreation and Sport and Fitness.

Template: Download presentation template:

http://www.armymwr.com/corporate/docs/recreation/recawardsprogramtemplate.ppt

Presentation limited to 11 slides:

Slide 1

TITLE SLIDE: Enter Program name. Enter Installation name. Enter program size: use the charts included in this instruction to determine installation size. Enter REGION name.

Slide 2

SIGNIFICANT IMPROVEMENTS: Indicate improvements during the past year. Consider new and/or improved programs and activities initiated, include renovation or improvement projects, both major and minor (including self-help). List all automation enhancements.

Slide 3

PROGRAMMING: Identify and briefly describe three creative, unique or experimental programs implemented during the previous year.

Slide 4

COMMUNITY PROJECTS: Describe direct program involvement with the community, both on and off post. Identify community special events this program leads or participates in.

Slide 5

SPECIALIZED TRAINING: Indicate any specialized training received by the staff which enabled them to either upgrade or expand programs offered. List specialized training or workshops conducted by program staff for other MWR or installation activities.

Slide 6

RECOGNITION: List types of recognition or awards received by the activity or program.

Recreation Program of the Year, continued:

Slide 7

PUBLICITY AND PROMOTION: Describe successful marketing strategies employed in support of this program. Indicate innovative methods used to promote the program.

Slide 8

PROGRAM SUMMARY: Provide a brief synopsis of current program scope and describe how the program will evolve over the next 5 years.

Slide 9-10

MARKETING SAMPLES: Use these slides to show publicity samples, e.g. flyers, posters, photographs of banners or signs, still video frames from TV ads, etc. Embed graphics and photo files into these slides, by inserting original files or scanning hardcopy prints.

Slide 11

PHOTOGRAPH: Insert a group photograph of your program manager and staff.

Award: Friend of Recreation

Synopsis: The Friend of Recreation Award serves to recognize noteworthy contributions of time and effort by individuals outside of the community recreation program.

Template: Download presentation template:

http://www.armymwr.com/corporate/docs/recreation/recawardsfriendtemplate.ppt

Presentation limited to 7 Slides:

Slide 1

TITLE SLIDE: Enter name of nominee. Enter Installation name. Enter REGION name.

Slide 2

LENGTH OF SERVICE: Indicate number of months and years of involvement, and the activity or program that benefited from the nominee's contribution. For nominations based on contributions that are not best illustrated by length of service, explain in other terms how the nominee's involvement was significant.

Slide 3

SPECIAL PROJECTS/EVENTS: List any special projects or events the nominee initiated or was responsible for completing.

Slide 4

RECOGNITION: List all awards, letters or other forms of recognition received by the individual as a friend of recreation.

Slide 5

UNIQUE TRAITS: Briefly describe the unique and outstanding traits the individual possesses that merit recognition for this award over other contributors to your program.

Slide 6

SUMMARY: Provide a short summary of the impact the nominee has had in improving the recreation program and community quality of life.

Slide 7

PHOTOGRAPH: Insert a photograph of your Friend of Recreation nominee.

Award: Recreation Employee of the Year

Synopsis: The Recreation Employee of the Year award recognizes superior achievement as an Army community recreation professional.

Template: Download presentation template:

http://www.armymwr.com/corporate/docs/recreation/recawardsemployeetemplate.ppt

Presentation limited to 7 Slides:

Slide 1

TITLE SLIDE: Enter name of nominee. Enter Current Title of Nominee. Enter Installation name. Enter REGION name.

Slide 2

INNOVATIONS: Indicate new programs or activities which the employee initiated. Identify suggestions or actions which improved programs or facilities.

Slide 3

COMMUNITY EFFORTS: List specific examples of the employee's efforts to enhance community/installation relations. Include any involvement as a volunteer in the community.

Slide 4

RECOGNITION/AWARDS: List all awards, letters, or other forms of recognition received by the employee during this reporting period.

Slide 5

CONTRIBUTIONS TO RECREATION: Indicate specific examples of the nominee's efforts to contribute to the field of recreation through participation as an instructor, speaker, panel member, lecturer, writer, etc.

Slide 6

SUMMARY: Provide a narrative description of the nominee's qualifications for this award, consider: creativity, efforts to bring credit to recreation quality of work, handling of problem situations, and use of resources. Identify specific qualities that merit recognition above other recreation employees.

Slide 7

PHOTOGRAPH: Insert a photograph of the nominee.

Award: Career Recreation Employee

Synopsis: The Career Recreation Employee award recognizes superior achievement as an Army community recreation professional.

Template: Download presentation template:

http://www.armymwr.com/corporate/docs/recreation/recawardscareertemplate.ppt

Presentation limited to 7 Slides:

Slide 1

TITLE SLIDE: Enter name of nominee. Enter current title. Enter Installation name. Enter REGION name.

Slide 2

LENGTH OF SERVICE; RECOGNITION: Indicate total number of years of employment with the recreation program. List chronologically all positions held in recreation. Indicate number years as a civilian employee in recreation, and years served in the military in recreation. List all awards, certificates or other forms of recognition received.

Slide 3

SIGNIFICANT ACCOMPLISHMENTS: Indicate significant accomplishments in the following areas: improving community recreation, enhancing well-being, inspiring fellow employees, and actions taken to improve community relationships. Demonstrate nominee's initiative and skill in responding to workplace challenges, and in devising and implementing new work methods or procedures.

Slide 4

INNOVATION: Cite examples of innovation in programming initiatives or management practices.

Slide 5

LEADERSHIP: Provide examples of the nominee's exemplary leadership abilities that benefited the community recreation program.

Slide 6

SUMMARY: Briefly describe specific attributes of the individual that merit recognition above other recreation career employees.

Slide 7

PHOTOGRAPH: Insert one or more photograph(s) of the nominee.

Army Recreation Awards Small Installations

Adelphi Laboratory Center

All 9th Rsc

Anniston Army Depot Bad Aibling Kaserne Blue Grass Army Depot

Bremerhaven

Camp Ashland
Camp Atterbury

Camp Beauregard

Camp Blanding Camp Bonifas

Camp Castle

Camp Darby

Camp Dawson-Kingwood

Camp Dodge Johnston

Camp Eagle
Camp Edwards

Camp Essayons

Camp Falling Water Camp Garry Owen

Camp Garry C

Camp Giant
Camp Grafton

Camp Grayling

Camp Greaves

Camp Guernsey

Camp Hialeah Camp Howze

Camp Jackson

Camp Joseph T Robinson

Camp Kyle

Camp Long
Camp Market

Camp Mc Cain

Camp Page

Camp Rilea Camp Ripley

Camp Roberts

Camp Santiago

Camp Sears

Camp Shelby

Camp Smith

Camp Stanley
Camp Stanton

Camp Swift

Camp Williams

Camp Yongin
Carlisle Barracks

C. E. Kelly Spt Facility

C. M. Price Spt Ctr Corpus Christi Depot

Crane AAA Dahlonega

Deseret Chemical Depot

Detroit Arsenal

Devens Reserve TA

Dugway Proving Ground

Ethan Allen Range Far East Dist Engr

Fort A P Hill

Fort Buchanan

Fort Chaffee

Fort Custer

Fort Detrick

Fort Gillem

Fort Greely

Fort Hamilton

Fort Hunter Liggett

Fort Indiantown Gap

Fort McClellan
Fort McCov

Fort Monmouth

Fort Monroe

Fort Pickett

Ft W. H. Harrison

Garmisch

Gowen Field Boise

H220 Heliport

Hawthorne Army Depot

Holston AAP

Iowa AAP

K-16 Air Base

Kansas AAP

1 4 6" 4 4 5

Lake City AAP Letterkenny Army Depot

Lima Army Tank Plant

Lone Star AAP

Mcalester AAP

McCrady Training Site

Milan AAP

Newport Depot

Okinawa

Parks Training Area

Picatinny Arsenal

Pier#8

Pine Bluff Arsenal

Pueblo Chemical Depot

Pusan Storage Facility

Radford AAP

Ravenna AAP

Red River Army Depot

Retreat Center

Riverbank AAP

Rock Island Arsenal

Sat Com

Schinnen

Sierra Army Depot

Soldier Systems Center

Sunny Point Terminal

Swiss and Swede Camp

Tango

Tobyhanna Army Depot

Tokvo

Tongduchon Report Sites

Tooele Army Depot

Twin Cities AAP

Umatilla Depot

Us Army Garrison

Selfridge ANGB

VTS Milan

VTS Smyrna

W.H. Ford Training Center

Watervliet Arsenal

White Sands MR

Yakima Training Center

Yuma Proving Ground

Army Recreation Awards Medium Installations

Aberdeen Proving Ground

Ansbach Bamberg Baumholder Camp Carroll

Camp Ederle - Vicenza

Camp Henry Camp Hovey Camp Humphreys Camp Red Cloud Camp Stanley Chievres SHAPE

Darmstadt Fort Belvoir Fort Dix

Fort Leavenworth Fort McPherson

Fort Myer

Fort Richardson Fort Shafter Fort Story Fort Wainwright

Giebelstadt

Giessen

Grafenwoehr

Hanau Heidelberg Hohenfels

Hunter Army Airfield

Kaiserslautern

Kitzingen Mannheim

Presidio Of Monterey **Redstone Arsenal**

Reed Walter AMC

Schweinfurt Stuttgart

Vilseck

Wuerzburg

Large Installations

Camp Casey Fort Benning Fort Bliss Fort Bragg Fort Carson Fort Drum Fort Eustis Fort Gordon Fort Hood Fort Huachuca Fort Irwin Fort Jackson Fort Knox

Fort Lee

Fort Leonard Wood

Fort Lewis Fort Meade Fort Polk Fort Riley Fort Rucker Al Fort Sam Houston

Fort Sill Ok Fort Stewart Ft Campbell

Schofield Barracks

West Point Wiesbaden Yongsan

Award:	Installation Recreation Program of the Year
Installation:	

	Slide	Maximum Points	Points Awarded
1	Title Slide	0	0
2	Programming	20	
3	Outsourcing	10	
4	Customer Service	10	
5	Community Projects / Partnerships	10	
6	Facilities Improvement Initiatives	10	
7	Leadership & Professional Development	10	
8	Management Information Systems	10	
9	Financial Management	10	
10	Program Marketing	10	
11	Marketing Samples	0	0
12	Marketing Samples	0	0
13	Marketing Samples	0	0
14	Photograph	0	0
15	Photograph	0	0
	Total	100	

Award:	Recreation Program of the Year	
Installation:		
Program:		

	Slide	Maximum Points	Points Awarded
1	Title Slide	0	0
2	Significant Improvements	20	
3	Programming	20	
4	Community Projects	10	
5	Specialized Training	10	
6	Recognition	10	
7	Publicity And Promotion	10	
8	Program Summary	20	
9	Marketing Samples	0	0
10	Marketing Samples	0	0
11	Photograph	0	0
	Tota	100	

Award:	Friend of Recreation	
Installation:		

	Slide	Maximum Points	Points Awarded
1	Title Slide	0	0
2	Length Of Service	15	
3	Special Projects/Events	25	
4	Recognition	15	
5	Unique Traits	25	
6	Summary	20	
7	Photograph	0	0
	Total	100	

Award:	Recreation Employee of the Year	
Installation:		

	Slide	Maximum Points	Points Awarded
1	Title Slide	0	0
2	Innovations	25	
3	Community Efforts	15	
4	Recognition/Awards	15	
5	Contributions To Recreation	25	
6	Summary	20	
7	Photograph	0	0
	Total	100	

Award:	Career Recreation Employee	
Installation:		

	Slide	Maximum Points	Points Awarded
1	TITLE SLIDE	0	0
2	LENGTH OF SERVICE; RECOGNITION	15	
3	SIGNIFICANT ACCOMPLISHMENTS	25	
4	INNOVATION	15	
5	LEADERSHIP	25	
6	SUMMARY	20	
7	PHOTOGRAPH	0	0
	Total	100	

Army Recreation Awards Region Summary Form

Outstanding Installation Recreation Program	NOMINEE
< 1000 active duty population	
1000 - 5000 active duty population	
> 5000 active duty population	

Outstanding Program – Arts and Crafts	NOMINEE	
< 1000 active duty population		
1000 - 5000 active duty population		
> 5000 active duty population		

Outstanding Program – Automotive Skills	
< 1000 active duty population	
1000 - 5000 active duty population	
> 5000 active duty population	

Outstanding Program - Entertainment	NOMINEE	
< 1000 active duty population		
1000 - 5000 active duty population		
> 5000 active duty population		

Outstanding Program - Library	NOMINEE
< 1000 active duty population	
1000 - 5000 active duty population	
> 5000 active duty population	

Outstanding Program - Outdoor Recreation	NOMINEE	
< 1000 active duty population		
1000 - 5000 active duty population		
> 5000 active duty population		

Army Recreation Awards Region Summary Form

Outstanding Program - Recreat	tion Centers	NOMINEE
< 1000 active d	uty population	
1000 - 5000 active d	uty population	
> 5000 active d	uty population	
Outstanding Program – Sports	s & Fitness	NOMINEE
< 1000 active d	uty population	
1000 - 5000 active d	uty population	
> 5000 active d	uty population	
Outstanding Program - RD	S Team	NOMINEE
< 1000 active d	uty population	
1000 - 5000 active d	uty population	
> 5000 active d	uty population	
		NOMINEE
	Name:	
Outstanding Recreation Employee-of-the-Year	Installation:	
Employee et alle Teal	Program:	
		NOMINEE
Career Award	Name:	
ourour / ward	Installation:	
<u> </u>		
		NOMINEE
Friend of Recreation	Name:	
(1 st Priority)	Installation:	

Army Recreation Awards Region Summary Form

			NOMINEE
Friend of Recreation	Name:		
(2nd Prio	rity)	Installation:	
			NOMINEE
Friend of Red	creation	Name:	
(3 rd Prior	rity)	Installation:	
			NOMINEE
Friend of Red	creation	Name:	
(4 th Prior	rity)	Installation:	
			NOMINEE
Friend of Red	creation	Name:	
(5 th Prior	ity)	Installation:	
REGION:			
REGION: REGION POC:			